

GREENER CITIES
IN EUROPE



EUROPEAN
FEDERATION
GREEN ROOFS
& WALLS

INFORMATION ON EFB WEBINAR SPONSORSHIP PROGRAMME 2026-2027

*We are reaching out to see whether **your company** would be interested to join our Webinar Programme as a **sponsor**.*

Since 2018, EFB has delivered **high-level, free international webinars** featuring leading experts in **green roofs, living walls, and nature-based solutions**. The programme positions blue-green infrastructure as a **key tool for climate adaptation, biodiversity enhancement, urban resilience, and sustainable investment**.

All webinars are delivered **in English** and are **open to a broad international audience**, including professionals, policymakers, researchers, SMEs, and the interested public.

Reach & Visibility

- Promotion via **EFB mailing list** (2000+ contacts)
- Announcement on the **Connecting Nature-based Enterprises Platform (CNEP)**
- Amplification through the **EFB website, LinkedIn, and Facebook**
- **Recorded webinars** published on the **EFB YouTube channel** and cross-linked for long-term visibility



Webinar Topics

In 2026-2027, 8 webinars are planned, grouped into four strategic thematic blocks: **Finance & Value Creation, Standardisation & Policy, Education & Capacity Building, and Resilience & Risk Management**.

Topics may be adapted to integrate sponsor expertise and strategic priorities:

- **From Grey to Green: Innovative Financing Pathways for Green Roof Implementation**
- **Paying for Climate Resilience: How Green Roofs Create Economic Value**
- **Setting the Green Standard: Why Norms and Guidelines Matter for Successful Green Roofs&Walls**
- **From Patchwork to Policy: National Implementation examples of EU legislation (EPBD, EED, UWWTD, NRL)**
- **Learning About NbS on Buildings: Green Roofs and Facades as Tools for Environmental Education**
- **Growing Knowledge, Growing Cities: Empowering Professionals through Green Roofs&Walls Training**
- **Resilience for the Urban Fabric: Green Roofs&Walls as a Strategy for Heat and Flood Risk Management**
- **Transforming Urban Landscapes: Green Roofs and Walls as Stepping-Stone Habitats for Biodiversity and Nature Restoration**

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For the upcoming webinar season, we offer the following Sponsorship package scheme:

Package	Sponsoring*	Sponsoring incl. Speech (10 min) *
One timer	€ 350.-	€ 450.-
Half season block (4x)	€ 1.400.-	€ 1.600.-
Full season block (8x)	€ 2.700.-	€ 3.000.-

*The prices are exkl. taxes

If you have different proposals on how you would engage and sponsor, we are as well happy to discuss and work on a tailored package for your specific needs.

The sponsorship packages include:

- Your Logo on the EFB website (webinar page): [Webinars | EFB](#)
- Your Logo in the course materials (presentation) and promotion banner
- Sponsorship is mentioned in the introduction slides and at the end of the webinar by the moderator.
- Webinar Promotion throughout our network and community (18 national members and their members, reaching out to over 1.600 SME's across Europe)
- Webinar Promotion on EFB social media channels: [Facebook](#) and [LinkedIn](#) (including crosslinking your social media profile if available)
- Webinar Promotion: Featured on the [Connecting Nature Enterprise Platform \(CNEP\)](#).
- Video Recording Visibility: The recorded webinar will be available on the [EFB YouTube channel](#) and [website](#), including sponsor acknowledgements.
- Year-End Recognition: An additional social media post tagging the sponsor, summarising the year's webinars incl. crosslinking.

We would be very happy to get you on board and boost your visibility and contribution to a greener Europe!

Contact

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